## BTEC Assignment Brief

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| **Qualification** | Pearson BTEC Level 3 International Diploma in Enterprise and Entrepreneurship<br>Pearson BTEC Level 3 International Extended Diploma in Enterprise and Entrepreneurship |
| **Unit number and title** | **Unit 35 : Survival and Growth of Enterprises** |
| **Learning aim(s)** (For NQF only) | **C:** Investigate the reasons why some enterprises might fail<br>**D:** Explore the growth and exit strategies which could be considered by the owners of an enterprise |
| **Assignment title** | Survive and Grow or….. Exit? |
| **Assessor** | |
| **Issue date** | |
| **Hand in deadline** | |

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| **Vocational Scenario or Context** | Any enterprise needs to get off to a good start and develop its activities in order to avoid becoming one of the thousands that fails each year for a variety of reasons. As we have seen in the case of EasyJet, despite record profits, growth has slowed since last year, the airline's share price dropped and it faces more competition from Ryanair. Growth is therefore one of the most important factors in the continued ability of enterprises to survive. Without growth the prospect of failure is increased.<br><br>There are many reasons for business failure. Internally, these may include a lack of market knowledge even if there appears to be a tempting gap in the market; a lack of experience or of expertise within the industry or maybe poor planning, lack of organisation, control, co-ordination or simply that morale and motivation are low for whatever reason.<br><br>Externally, there may be other factors at work such as changes in the general economy or in customers' tastes or it may be that new laws or regulations make trading more difficult.<br><br>Every enterprise should consider what is going to happen in the short, medium and long term and carry out regular evaluation, at suitable intervals, so that its performance can be analysed.<br><br>Planning will involve deciding the future direction for the business in and what resources (particularly finance) will be needed to bring plans to fruition. Analytical tools such as the 'Ansoff Matrix' can be employed in the planning process. |



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| | Ultimately, it may be necessary to sell or close the business and an exit strategy planned. |

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| **Task 1** | You need now to carry out further research on your chosen enterprise to explain what internal and external factors could impact negatively on the survival of the enterprise and an analysis of the effects that changes in market conditions might similarly bring.<br><br>Present your findings in a suitable format that includes some recommendations and justified actions to address the factors you have identified that increase the risk of business failure<br><br>The presentation will be comprehensive, professionally presented, clearly delivered, with a logical structure and will make use of the correct business and financial terminology. You must be prepared to answer questions. It will include a set of speaker's notes |
| **Checklist of evidence required** | An individual presentation (with speaker's notes)<br>A research log |

| **Criteria covered by this task:** | |
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| Unit/Criteria reference | To achieve the criteria you must show that you are able to: |
| 5/C.D3 | Recommend and justify actions to address the risk of failure for an enterprise. |
| 5/C.M3 | Analyse how changes in market conditions can increase the risk of failure for an enterprise. |
| 5/C.P5 | Explain the internal factors which may impact negatively on the survival of an enterprise. |
| 5/C.P6 | Explain the external factors which can impact negatively on the survival of an enterprise. |

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| **Task 2** | You are now required to research into the ways the enterprise might finance any future growth plans.<br><br>By contrast, you will also need to cover what options or routes exist for an enterprise 'exiting' the market. This will need to include some analysis of why this might be necessary in different contexts or circumstances.<br><br>Present your findings in a suitable format that includes use of the Ansoff Matrix to analyse growth strategies and evaluates the options open to the enterprise in relation to both growth and exit strategies.<br><br>As above, the presentation will be comprehensive, professionally presented, clearly delivered, with a logical structure and will make use of the correct business and financial terminology. You must be prepared to answer questions. It will include a set of speaker's notes |
| **Checklist of evidence required** | An individual presentation (with speaker's notes)<br>A research log |

| **Criteria covered by this task:** | |
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| Unit/Criteria reference | To achieve the criteria you must show that you are able to: |
| 5/D.D4 | Evaluate the options available to an enterprise in relation to growth and exit strategies. |
| 5/D.M4 | Use the Ansoff Matrix to analyse appropriate growth strategies in different situations. |
| 5/D.M5 | Analyse the exit routes available to the owner(s) of an enterprise in a range different contexts. |
| 5/D.P7 | Explain the options available to finance the growth of an enterprise. |
| 5/D.P8 | Explore the exit routes available to the owner(s) of an enterprise. |

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| **Sources of information to support you with this Assignment** | www.directedcreativity.com<br>www.peterjones.tv<br><br>Green J – Starting your own business (How To Books; 6th Revised edition, edition (22 Jun. 2010)) **ISBN-13:** 978-1845284206 |
| **Other assessment materials attached to this Assignment Brief** | *eg, work sheets, risk assessments, case study* |